

Message Text

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AMEMBASSY ROME
AMEMBASSY BELGRADE
AMCONSUL NAPLES
AMCONSUL TRIESTE
AMCONSUL GENOA
AMCONSUL ZAGREB
AMCONSUL THESSALONIKI

UNCLAS ATHENS 2028

E.O. 11652: N/A

TAGS: BEXP, IT, GR, YO

SUBJECT: PORT AND SHIPYARD EQUIPMENT TRADE MISSION

FOR MURIN/ALE (SAD/OIM/BIC) FROM DOBBIN/COZART

1. MISSION COMPLETED VISIT TO GREECE AND CONCLUDED ALL MISSION ACTIVITIES ON MARCH 3. LONG TERM MARKET POTENTIAL IN GREECE PROBABLY GREATEST OF ALL COUNTRIES VISITED, 12-MONTH SALES PROJECTIONS NOTWITHSTANDING. GREEK PORTS AND SHIPYARDS EXPECT SIGNIFICANT BUSINESS PICK-UP IN NOT-TOO-DISTANT FUTURE. AS A RESULT, GREECE PORT AND SHIPYARD OFFICIALS PLAN EXPANSION OF FACILITIES TO MEET DEMAND. OFFICIALS ALSO VERY INTERESTED IN U.S. EQUIPMENT PROVIDED BY MISSION COMPANIES. MISSION OPPORTUNITIES GREAT BECAUSE OF LIMITED PRESENT U.S. PENETRATION OF GREEK PORT AND SHIPYARD MARKET AND WORLD COMPETITIVENESS OF MISSION COMPANY EQUIPMENT

2. EXTENSIVE INTEREST IN MISSION VISIT TO GREECE ILLUSTRATED BY 140 INDIVIDUAL APPOINTMENTS SCHEDULED FOR MEMBERS, BY EXCELLENT ATTENDANCE AT INITIAL GROUP MEETING WITH GREEK PORT OFFICIALS, AND BY LARGE NUMBER OF HIGH RANKING GREEK BUSINESSMEN AND
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GOVERNMENT OFFICIALS ATTENDING RECEPTION AT HOME OF EMBASSY

ECONOMIC/COMMERCIAL COUNSELOR. GROUP MEETING WITH PORT OFFICIALS WAS PARTICULARLY USEFUL IN DELINEATING FOR MISSION THE CURRENT NEEDS AND FUTURE PLANNING OF THE FIVE MAJOR PORTS IN GREECE. THE VISITS TO THE TWO LARGEST GREEK SHIPYARDS ALSO ACHIEVED THE SAME PURPOSE

3. THE MISSION PROGRAM ARRANGED BY THE EMBASSY WAS EXCELLENT. OVERALL SUPPORT BY EMBASSY PERSONNEL WAS OF THE HIGHEST CALIBER AND GREATLY APPRECIATED BY THE MISSION DIRECTOR, DEPUTY, AND ALL MISSION MEMBERS. USIS ATHENS AUDIO-VISUAL SUPPORT AND SUCCESS IN ACHIEVING WIDESPREAD FAVORABLE PUBLICITY FOR THE MISSION VISIT WAS ALSO COMMENDABLE AND GREATLY APPRECIATED. MEMBERS COMMENTED THAT THE EMBASSY BRIEFING WAS PARTICULARLY EFFECTIVE, AND THAT THE RECEPTION, FROM THE IMPORTANT STANDPOINT OF ADDITIONAL BUSINESS CONTACTS, WAS THE BEST THEY HAD ATTENDED

4. MISSION FUNDING FOR GREECE IS WITHIN BUDGET

5. STATISTICAL RESULTS FOR YUGOSLAVIA, REPEAT YUGOSLAVIA, SHOW DOLS 9,830,000 IN PROJECTED 12-MONTH SALES (NO IMMEDIATE SALES) WITH 70 SALES AND AGENCY LEADS OBTAINED. STATISTICAL RESULTS FOR GREECE SHOW DOLS 7,163,000 IN PROJECTED 12-MONTH SALES (DOLS 5,000 IMMEDIATE SALES) AND 151 SALES AND AGENCY LEADS OBTAINED

6. OVERALL RESULTS FOR THE MISSION VISIT TO ALL THREE COUNTRIES CAN BE CONSIDERED EXCELLENT. THE PRIMARY OBJECTIVE OF EACH MISSION MEMBER WAS ACHIEVED ALMOST UNIVERSALLY. THE STATISTICAL RESULTS OF THE MISSION ARE GOOD, IN SPITE OF CERTAIN PROBLEMS IN EACH MARKET VISITED (I.E., THE LIRA DEVALUATION, LIMITED FINANCIAL RESOURCES OF CERTAIN PORTS AND SHIPYARDS AND THE CURRENT WORLD RECESSION'S AFFECT ON SHIPPING) INTEREST IN AND SUPPORT OF THE MISSION BY HOST COUNTRY BUSINESSMEN AND RELATED OFFICIALS WAS EXTENSIVE

7. THE PROGRAMS ARRANGED FOR THE MISSION AND THE ASSISTANCE OF FOREIGN SERVICE STAFF OFFICERS AND LOCAL EMPLOYEES IN EACH COUNTRY VISITED WAS, WITHOUT QUALIFICATION, OUTSTANDING. THIS MULTI-COUNTRY FOREIGN SERVICE SUPPORT OF A TRADE MISSION IS THE BEST THE MISSION DEPUTY DIRECTOR HAS EVER OBSERVED. THE MISSION ADVANCED OFFICER, JOHN PRIAMOU, ALSO DID AN EXCELLENT JOB, WHICH IS PARTICULARLY SIGNIFICANT IN VIEW OF HIS LIMITED EXPERIENCE WITH UNCLASSIFIED

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TRADE MISSIONS AND THE COMPLEX NATURE OF THE MISSION'S SCHEDULE.
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